

Former Bioscience Exec Brings Beauty Salon Concept to Memphis

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Brad Reardon was in the health care industry for 20 years. And, his new venture is of the same stripe — helping people.

Reardon just signed on to open two My Salon Suite franchises in the city, with a third in the works.

With My Salon Suite, health and beauty professionals rent a space but serve as their own boss. They set their hours and can sell their own products. They can expect to see up to a 40 percent increase in sales, Reardon said.

Traditionally, stylists operate from two approaches: Either they rent a space at a salon or they work by commission.

"You have your own salon inside of the space," Reardon said of the My Salon concept. "So, it is a true entrepreneurial model for somebody who wants to break away. On average, our members who lease space from us make significantly more money than they ever have."

The first My Salon Suite will be open in Cordova at the Commons at Dexter Lake next spring. It will be 5,800 square feet with 29 salon suites. The next, which is set to open in summer 2020, is in Eastgate Shopping Center. Reardon said he's currently exploring options for the third location. He's thinking either Germantown or Olive Branch.

A suite contains everything a health or beauty professional might need. For example, for the stylist, there's a shampoo bowl and a styling chair. For the aesthetician, there's a table. For those professionals, there are no large upfront costs of establishing a business or building maintenance to deal with.

Reardon previously was an executive with Memphis-based bioscience firm Compass Laboratory Services Inc.

My Salon Suite has more than 100 salons across 16 states and in Canada. A similar concept, Phenix Salon Suites, opened in the old Dixie Cafe space at 4699 Poplar Ave. in East Memphis last year.